

To be effective, marketers need visibility into sales rep activity

In this digital age, the distinct lines that once separated sales from marketing are blurring. CMOs are under increasing pressure to connect their efforts to the bottom line by building pipeline and driving conversions to hit revenue targets. However, they often can't see how sales is working accounts and opportunities or who reps are interacting with.

Once an account is engaged, marketers need to understand the buyer's journey, including friction points and conversion metrics through the funnel. Without visibility into sales activity, marketers can't optimize investment or secure budgets needed to support the sales effort and increase pipeline conversions at every stage.

Unfortunately, while sales reps engage in a ton of selling activity on a daily basis, only a small fraction of what they do actually gets recorded in CRM. Fun fact: On average, 70 percent of the contacts sales reps engage with never make it into your CRM.

Without this key data, marketers can't:

- Nurture contacts they don't know about to help progress deals
- Associate contacts with closed deals for revenue attribution
- Accurately measure campaign ROI



"The beauty of Clari Autocapture is that it gives me the peace of mind that contacts involved in deals are being added to accounts and opportunities correctly. This eliminates human error, creating accuracy in our deal cycles and marketing attribution. Finally, a reporting solution that brings sales and marketing together in harmony."

Erroin Martin, Vice President Sales, Conversica

Capture every contact sales engages with — automatically

With Clari Autocapture, you can automatically harvest meeting attendee data from your sales reps' calendars and email threads. New contacts are enriched by adding information such as name, title and phone number and associated to the right opportunities with zero manual data entry and zero overhead for sales.

Drive better sales and marketing alignment with improved contact data

Clari provides visibility into sales activity and improves contact data so marketers can enhance ABM efforts, better measure campaign attribution and identify where they need to focus to support sales efforts.



Accelerate deals in flight

When marketing gets access to all the contacts sales are engaged with, they can design targeted nurturing campaigns to help sales progress deals.



Track marketing attribution

When contacts are associated to the right opportunities, marketing has an effective way to understand which campaigns influenced won deals and what programs are moving the needle.



Understand campaign ROI

With reliable contact data and attribution, marketing can better calculate campaign ROI to help justify and secure program spend.



[Request a demo](#)

See how you can instantly improve your contact database without asking your reps to do any manual work.

clari

Clari's Connected Revenue Operations platform helps B2B organizations increase win rates, shorten sales cycles and improve forecast accuracy by using AI and automation to create full funnel accountability across go-to-market teams.

For additional information, visit us at [Clari.com](https://clari.com) or call (650) 265-2111.